

NEWS RELEASE

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MARKET SHARE FOR NINTENDO GAMECUBE DOUBLES FOLLOWING PRICE DROP TO \$99.99

Sales of Nintendo GameCube Continue to Surge

REDMOND, Wash., Nov. 4, 2003 - In the video game industry, momentum has a new name: Nintendo GameCube™. In just 35 days of availability at a new manufacturer's suggested retail price of \$99.99, Nintendo GameCube has more than quadrupled its sales rate and grabbed 18 points of market share from its two competitors.

Sales figures gathered from the nation's largest retailers show that Nintendo GameCube effectively doubled its market share to 37 percent from 19 percent. The system now runs a strong second in the U.S. market as it challenges for leadership during the important holiday sales season.

"In a tough economy, we've found the sweet spot on pricing, and players are grabbing Nintendo GameCube systems off the shelves at the fastest rate since the console's debut," says George Harrison, senior vice president of marketing and corporate communications, Nintendo of America. "With an \$80 price advantage over other systems and the impending launch of the mega-hit *Mario Kart: Double Dash!!*, this offer is just too good to resist."

Harrison announced the dramatic sales figures today during Harris Nesbitt Gerard's Playtime 2003 Investor Conference in New

Market Share for Nintendo GameCube Doubles Following Price Drop

Page 2

York. Nintendo has been on a roll

on a number of fronts and the statistics bear this out.

- more -

Market Share for Nintendo GameCube Doubles Following Price Drop

Page 3

When combined with the Game Boy® Advance SP, Nintendo is responsible for half of all system sales to date in 2003. In addition, Nintendo game systems are the only ones to show a year-to-date increase in sales compared with 2002. Game Boy Advance sales are up 25 percent from 2002, while Nintendo GameCube sales are 2 percent above last year. In contrast, sales for Microsoft's Xbox dropped 3 percent and Sony's PlayStation 2 dropped 17.5 percent.*

To keep the momentum going, Nintendo's holiday lineup includes a strong series of games, including *Mario Kart®: Double Dash!!™*, the season's expected monster seller. *Mario Kart: Double Dash!!* raises the bar for competitive game play by letting players choose their karts and two characters – one to drive, one to toss weapons or swipe them from other players. The pair can even switch places during the race to maximize strategy. The game is Rated E for Everyone and will be available Nov. 17 at an MSRP of \$49.99.

With its amazing graphics and realistic depiction of wild weather conditions, the new *1080°®: Avalanche* snowboarding game will be a big hit, while *Mario Party® 5* builds on a successful franchise to bring family fun to an electronic version of classic board games. Both games are Rated E for Everyone and will be available at an MSRP of \$49.99. *Mario Party 5* launches Nov. 11, while *1080° Avalanche* will be available Dec. 1. More than 320 games for the Nintendo GameCube and 550 games for the Game Boy Advance will be available by the end of the year.

The worldwide leader and innovator in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its popular home and portable video game systems. Each year, hundreds of all-new titles for the best-selling Game Boy® Advance and Nintendo GameCube™ systems extend Nintendo's vast game library and continue the tradition of delivering a rich, diverse mix of quality video games for players of all ages. Since the release of its first home video game system in 1983, Nintendo has sold more than 1.8 billion video

Market Share for Nintendo GameCube Doubles Following Price Drop

Page 4

games globally, creating enduring industry icons such as Mario™ and Donkey Kong® and launching popular culture franchise phenomena such as Metroid™, Zelda™ and Pokémon®. A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western Hemisphere.

For more information about Nintendo, visit the company's Web sites at either www.nintendo.com or press.nintendo.com. Please note that press.nintendo.com is a password-protected site; to receive a password, contact Tom Stratton at (206) 505-8308.

*Data source: NPD TRSTs, September 2003

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